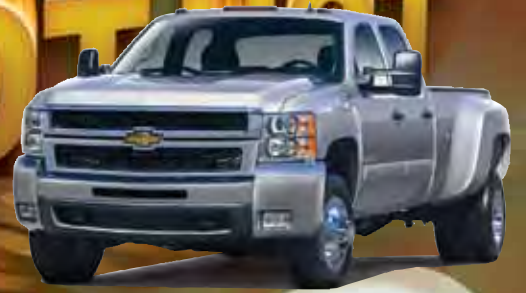


**JOHN,  
Savings are...**



only at  
**ABC DEALERSHIP!**



John,

**THIS OFFER IS 2 HOT TO NOT ATTEND!**

**ABC Dealership** will be **marking down all remaining 2009 vehicles by as much as 30% below M.S.R.P!** That's savings that could exceed \$10,000! It doesn't matter what your credit is, your application will be accepted.

**PLUS....John....WE WANT YOUR OLD CAR!!!** We will buy your old car from you for up to \$4,000 or 20% OVER N.A.D.A. Book Value.\* Also.....scratch below to see what you have won!! Bring this mailer into ABC Dealership during the event dates listed below to redeem you prize!

**3 DAYS ONLY!**

Friday, Month  
thru  
Sunday, Month, 20XX

**ABC DEALERSHIP**

555 Main Street  
Anytown, USA 12345  
(888) 888-8888



Purl Code: XXXX

John, Scratch & Match For Your  
Chance to **WIN**

up to **\$2,500!**



John, receive additional **Sizzling Savings** by visiting:

[www.JohnSmith.buymyChevy.us](http://www.JohnSmith.buymyChevy.us)

Valid Through: 00/00/00

**ABC DEALERSHIP**  
555 MAIN STREET • ANYTOWN, USA 12345  
**888.888.8888**



**Trade Assistance Voucher**

THE  
AMOUNT OF  
UP TO:

One Thousand Dollars and 00/100.....

\$1,000.00

PAY  
TO THE  
ORDER  
OF:

\*\*\*\* 5-DIGIT 34229 1/1 \*\*\*\*  
John Smith  
9427 Corporate Lake Drive  
Tampa, FL 33634

*Manager Bob*

AUTHORIZED SIGNATURE



103491168C

\*Based on NADA Appraisal Guides. Deductions from allowance may be made for equipment failure, body/interior damage, reconditioning costs and/or excessive mileage. Vehicles with lien amounts exceeding actual cash value may require an additional down payment. Status may vary from the time data was compiled. Loan is subject to lending institution's final credit approval and cannot exceed purchase price of vehicle. Limit one loan per vehicle. Excludes tax, title and license. See dealer for details. Dealer and its agents are not responsible for the late deliveries of mail by the U.S. Postal Service. © Copyright © 2010 American Marketing & Mailing Services, Inc. All Rights Reserved.